PAOLO PARIGI

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Senior Research Scientist / Research Manager — Human–AI Interaction
Research leader specializing in empirical evaluation of human–AI systems, with expertise in designing benchmarks, experiments, and measurement frameworks that connect human judgment, system behavior, and real-world outcomes. Background spanning academia and industry (Meta, Airbnb, Uber)

EXPERIENCE

Senior Research Manager | Human-Centered AI & Trust Systems
Meta | Menlo Park, CA   **June 2020 - Present**
- Designed and validated human-centered evaluation frameworks for text-labelling tasks, translating human judgment into reliable signals aligned with downstream model behavior.
- Led empirical studies of human feedback signals in AI-powered customer-support systems, defining which judgments were reliable, how disagreement should be interpreted, and how signals should be incorporated into model evaluation and product decisions
- Scaled a UX research team from 5 to 12, embedding privacy as a design constraint to strengthen user trust and experience, while increasing research efficiency by 70%.
- Partnered with product and design to launch data-consent experiences, increasing revenue by $200M by improving understanding of opt-out behavior and user data preferences.

Lead Trust Scientist
Airbnb | San Francisco, CA   **November 2017 – May 2020**
- Founding member of a behavioral science team using log data and quasi-experimental methods to evaluate which trust signals to display on host and guest profiles.

Senior Data Scientist
Uber | San Francisco, CA   **May 2016 – October 2017**
- Founding member of Trust & Safety research team; led the first global driver survey to model churn, perceived risk, and safety across international markets.

Assistant Professor of Sociology
Stanford University | Stanford, CA   **August 2008 – January 2017**
- Principal investigator on NSF and industry-funded research on trust, reputation, and human decision-making. Taught research design and network analysis; advised 20 PhD dissertations.

EDUCATION

PhD in Sociology
Columbia University | New York, NY   **July 2008**
Turned dissertation into a book: *"Rationalization of Miracles"*, Cambridge University Press.

METHODS & EXPERTISE

Human–AI interaction evaluation · Benchmark & metric design · Experimental & quasi-experimental methods · Mixed-methods research · Behavioral measurement · Trust & reputation systems · Applied statistics · Large-scale observational data

RELEVANT PEER-REVIEWED PUBLICATIONS

1. Abrahao, Bruno, Paolo Parigi et al. (2017). "Reputation Offsets Trust Judgments Based on Social Biases among Airbnb Users." *Proceedings of the National Academy of Sciences*.
2. Barbosa, Nata, et al. (2020). "Designing for Trust: A Behavioral Framework for Sharing Economy Platforms." *Web Conference Proceedings*.
3. Qiu, Will. Parigi, Paolo, et al. (2018). **"**More Stars or More Reviews? Differential Effects of Reputation on Trust in the Sharing Economy". *Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems (CHI '18)*. ACM.